

A woman with long brown hair and glasses is smiling while looking at a laptop screen. She is wearing a denim jacket over a pink turtleneck. The background is dark, with some green plants visible on the right.

# Build Data Portfolio

Data Science Bootcamp



# Contents

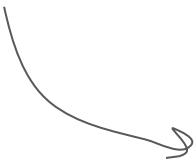
- Review data science bootcamp
- Before you apply for a job
- SEO = discovery
- Must-have portfolios
- Let's create your own website
- Let's create your own blog (medium)



A photograph of a young woman with long brown hair and glasses, smiling broadly. She is wearing a pink turtleneck and a denim jacket over it. She is sitting on a dark leather couch, looking at a silver laptop screen. The background is dark and out of focus, showing some vertical plants.

# Bootcamp Review

Let's do survey



[https://bit.ly/BC06\\_SURVEY](https://bit.ly/BC06_SURVEY)

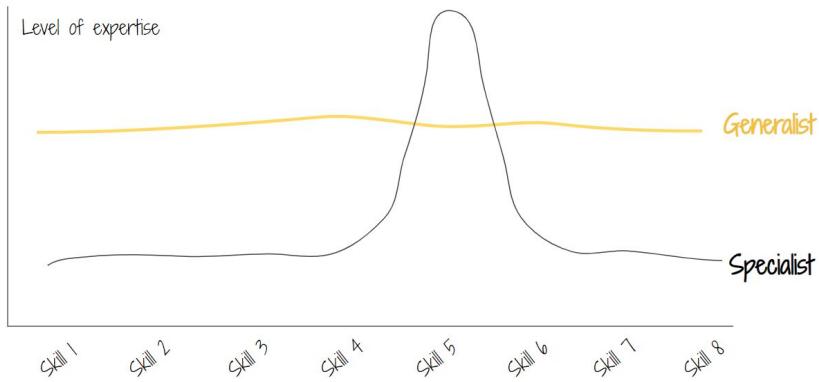


Almost  
You are ~~new~~ full-stack Generalist Data Analyst

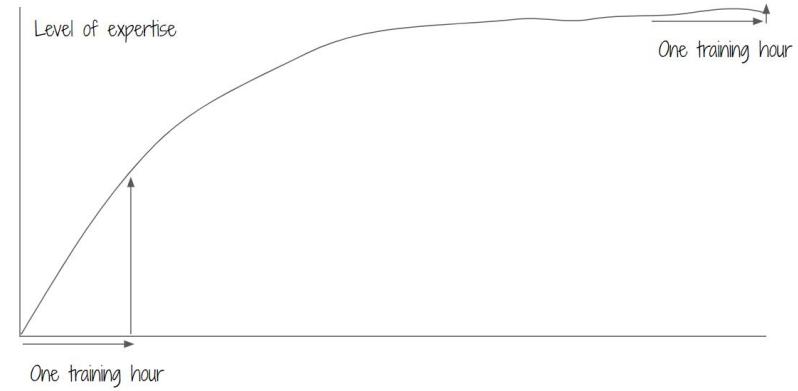
- Spreadsheets
- SQL
- Data Transformation
- Data Visualization
- Programming skills in R, Python
- Statistics + ML Basics
- Dashboard
- + Many useful knowledges (DE, UX, GA, SEO)



## When great becomes enemy of good



## Diminishing Return



**Skills in combination** are more powerful than an individual skill



# Skill Checklists

## Spreadsheets

- Functions
  - IMPORTDATA
  - IF
  - FILTER
  - SORT
  - VLOOKUP
  - XLOOKUP
  - QUERY
  - REGEX\_
  - CORREL
  - LINEST
- Pivot Table
- Charts
- Power Query
- Analysis Toolpak
- Solver (Optimization)

## Data Visualization

- How to choose charts
- Charts in Excel
- Charts in Google Sheets
- Coding in R

## SQL

- SELECT
- WHERE
- JOIN Two Tables
- JOIN Multi Tables
- Aggregate Functions
- Subqueries
- Window Functions
- CREATE TABLE
- UPDATE TABLE
- Using SQL with R, Python

## Python

- Google Colab
- DataLore Notebook
- Variable
- Data Types
- Data Structures
- Functions
- Classes/ OOP
- Pandas
- Requests/ API Basics

Soon :)

## Dashboard

- Google Data Studio
- Power BI
- Tableau
- Connect Data
- Data Model
- Dimension/ Metrics

Soon :)

## Statistics

- Descriptive
- Point Estimate
- Interval Estimate
- Correlation
- Linear Regression
- Logistic Regression
- AB Testing
- P-value

## R

- Programming Basics
- Data Transformation
- Data Visualization
- Report using markdown
- Working with DataFrame
- Connect to SQL
- Analyze data basics

## Useful Data Knowledge

- Google Analytics
- SEO
- Basic Marketing
- Data Engineering Basics

## Machine Learning

- Basic Models
- Train Test Split
- K-Fold
- Bootstrap
- Grid Search
- Regression
- Decision Tree
- Random Forest
- K-NN model

Next week :)



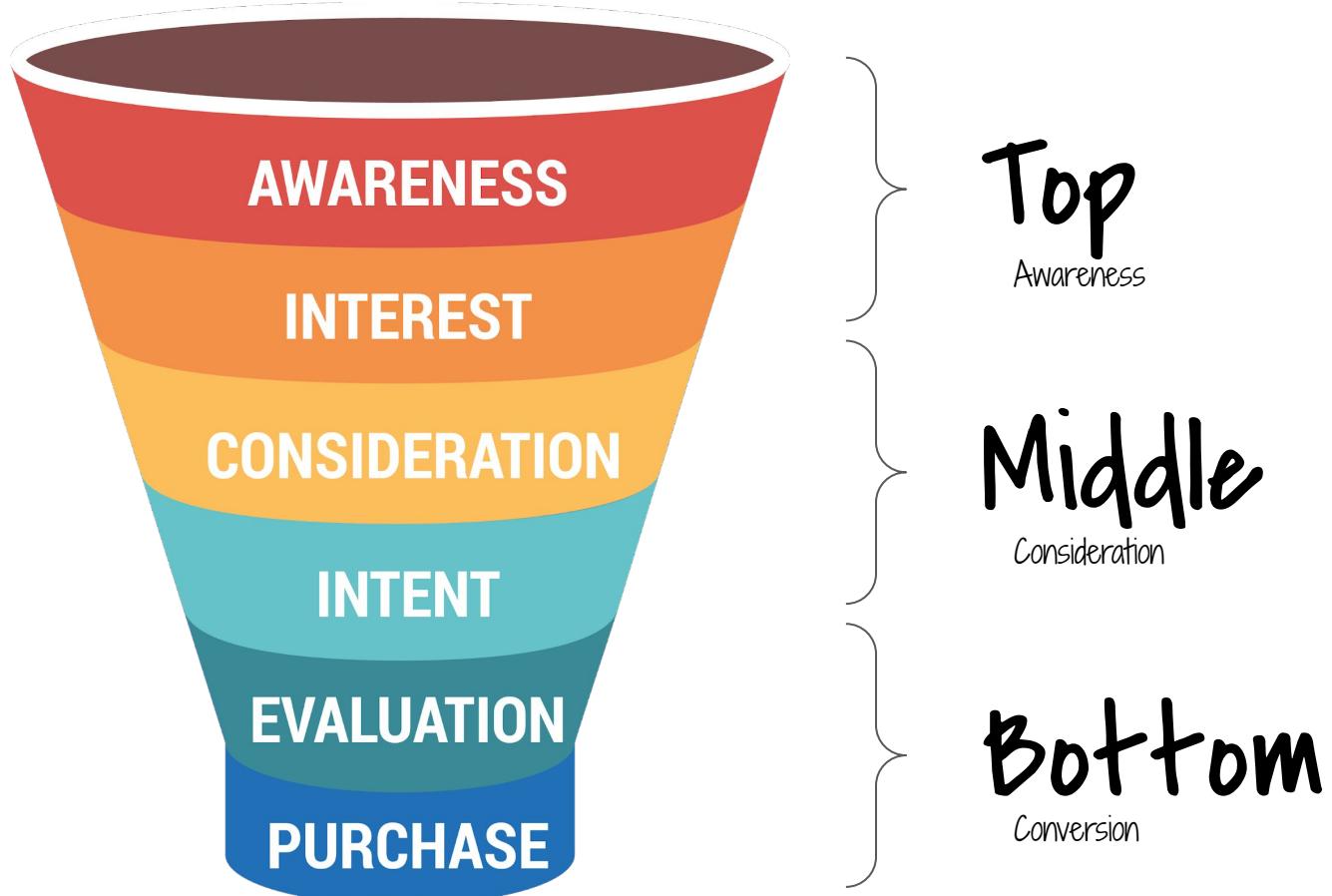
# Core Business Metrics

Marketing Funnels

# Business Domain

- Economics : demand/ supply
- Business Metrics
- Digital Marketing
- Google Analytics
- SEO
- Consumer Behaviours





### Awareness

- Brand awareness
- Reach

### Consideration

- Traffic
- Engagement
- App installs
- Video views
- Lead generation
- Messages

### Conversion

- Conversions
- Catalog sales
- Store traffic





Pirate Metrics

# AARRR

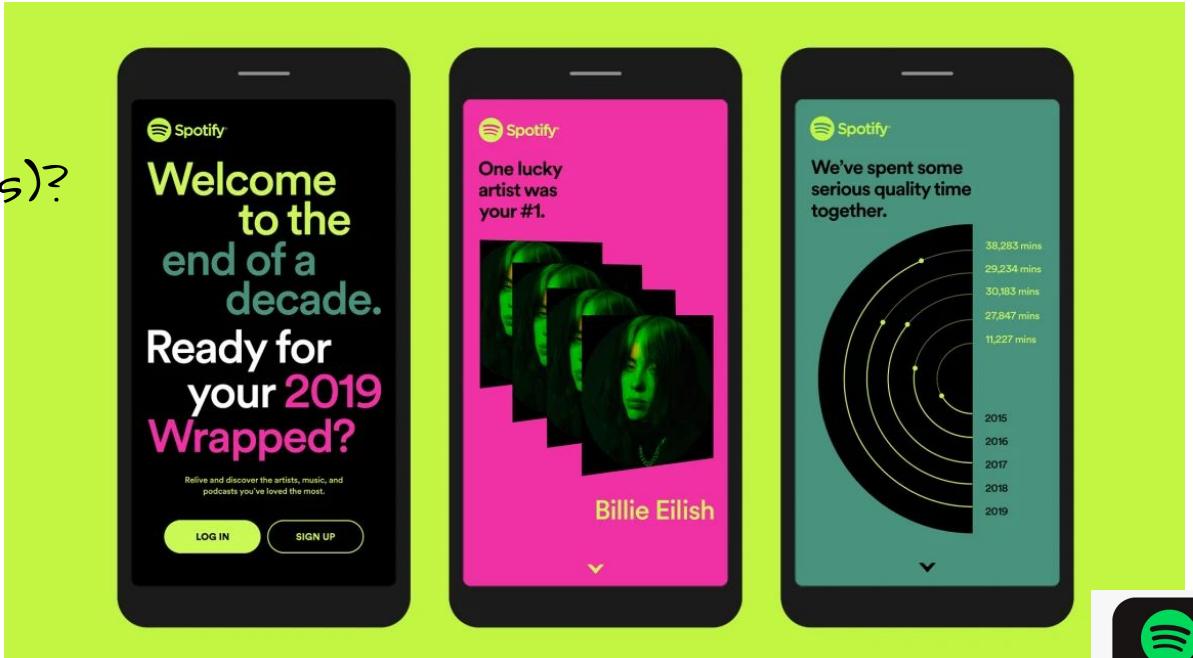
1. Awareness
2. Acquisition
3. Retention
4. Referral
5. Revenue



# Case 1

Improve which metric(s)?

1. Awareness
2. Acquisition
3. Retention
4. Referral
5. Revenue





## Case 2 churn prediction model

Improve which metric(s)?

1. Awareness
2. Acquisition
3. Retention
4. Referral
5. Revenue





The screenshot shows the Amazon search results for the term "marketing". The search bar at the top has "marketing" typed into it. Below the search bar, there are several navigation links: All, Today's Deals, Customer Service, Buy Again, Kasidit's Amazon.com, Gift Cards, Browsing History, Registry, and Sell. On the right side of the header, there are links for Hello, Kasidit, Account & Lists, Returns & Orders, and a shopping cart icon showing 3 items. The main search results page displays four books related to marketing:

- Marketing Made Simple: A Step-by-Step Storyboard Guide for Any Business** by Donald Miller, Dr. J.J. Peterson, et al. (4.5 stars, 1,363 reviews).

**Marketing Made Simple: A Step-by-Step Storyboard Guide for Any Business**  
by Donald Miller, Dr. J.J. Peterson, et al.  
★★★★★ ~ 1,363  
Audible Audiobook THB 0<sup>00</sup> THB 702.59  
Free with Audible trial Available instantly  
Other formats: Paperback, Kindle, Hardcover, Audio CD
- The Hawke Method: The Three Principles of Marketing that Made Over 3,000 Brands Soar** by Erik Huberman (4.5 stars, 57 reviews).

**The Hawke Method: The Three Principles of Marketing that Made Over 3,000 Brands Soar**  
by Erik Huberman  
★★★★★ ~ 57  
Paperback THB 546<sup>12</sup> THB 614.69  
Ships to Thailand  
More Buying Choices THB 338.28 (31 used & new offers)  
Other formats: Audible Audiobook, Kindle, Hardcover
- 1-Page Marketing Plan** by Allan Dib (4.5 stars, 5,438 reviews).

**1-Page Marketing Plan**  
by Allan Dib  
★★★★★ ~ 5,438  
Paperback THB 546<sup>12</sup> THB 614.69  
Ships to Thailand  
More Buying Choices THB 338.28 (31 used & new offers)  
Other formats: Audible Audiobook, Kindle, Hardcover
- Digital Marketing Strategy: An Integrated Approach to Online Marketing** by Simon Kingsnorth (4.5 stars, 420 reviews).

**Digital Marketing Strategy: An Integrated Approach to Online Marketing**  
by Simon Kingsnorth  
★★★★★ ~ 420  
Paperback THB 1,299<sup>68</sup> THB 1,367.86  
Ships to Thailand  
More Buying Choices THB 757.03 (28 used & new offers)  
Other formats: Kindle, Hardcover

Sponsored:  
**The Power of Discipline: How to Use Self Control and Mental Toughness to Achieve Your Goals**  
Paperback THB 1,299<sup>68</sup> THB 1,367.86

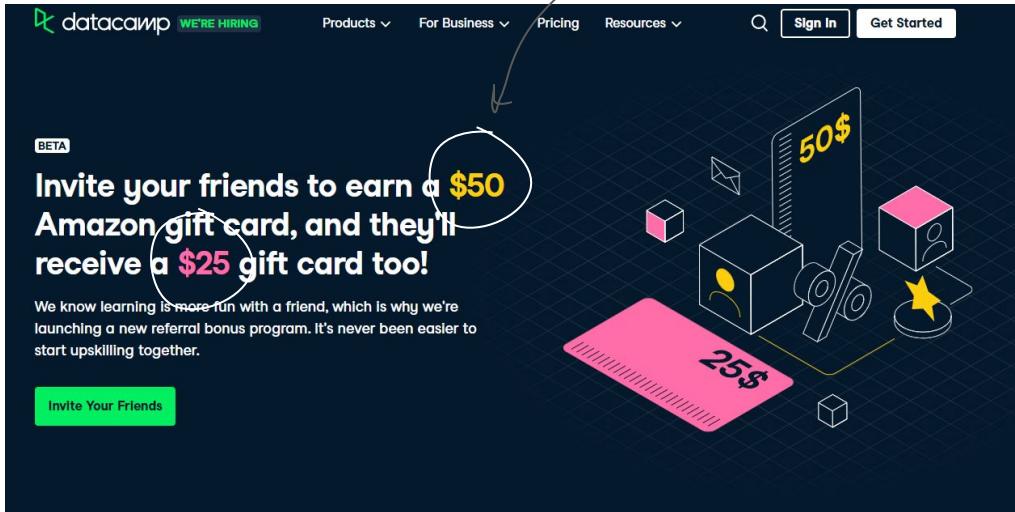
## Case 3 product recommendation

Improve which metric(s)?

1. Awareness
2. Acquisition
3. Retention
4. Referral
5. Revenue



use data to figure out  
this number



## Case 4 referral program

Improve which metric(s)?

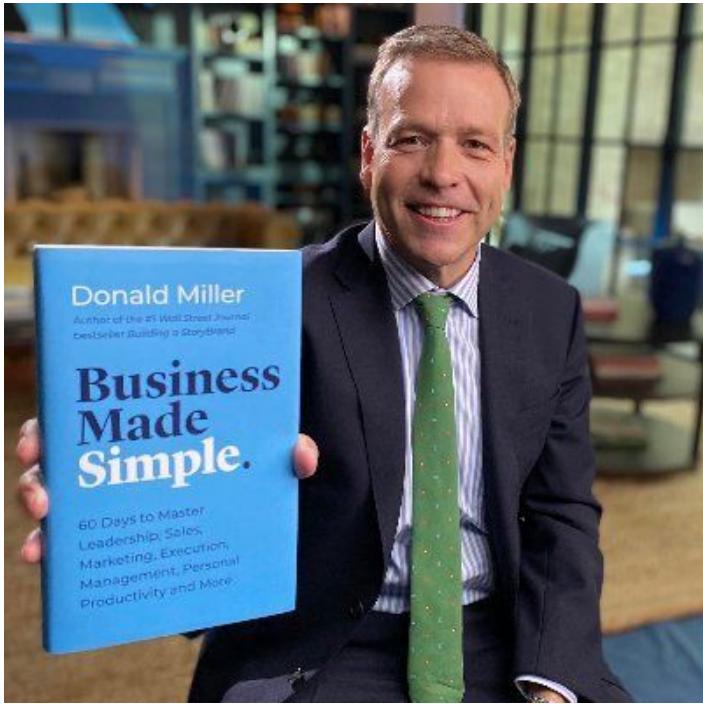
1. Awareness
2. Acquisition
3. Retention
4. Referral
5. Revenue



A woman with long brown hair and glasses is smiling broadly while looking at a laptop screen. She is wearing a pink turtleneck and a denim jacket. The background is dark and out of focus, showing some vertical plants.

# Business Made Simple

*Understanding business in 10 minutes*

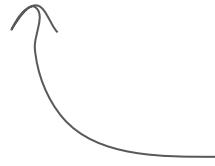


# Donald Miller

Business Made Simple



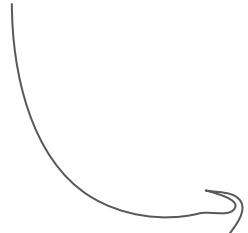
# Be a value driven professional



Economic Product



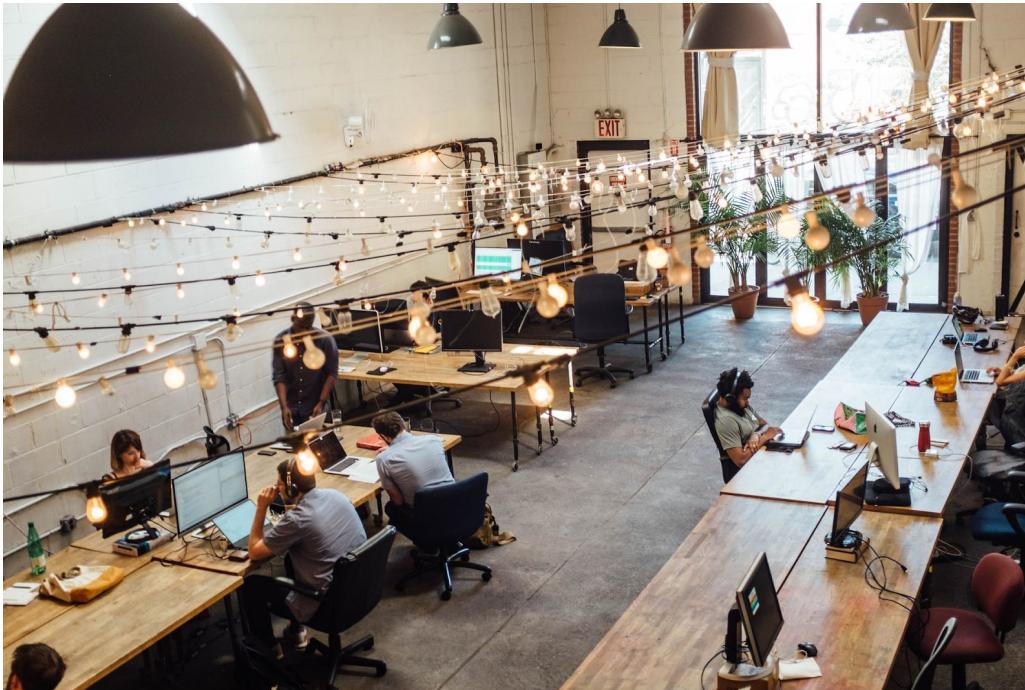
**Business**





# Body

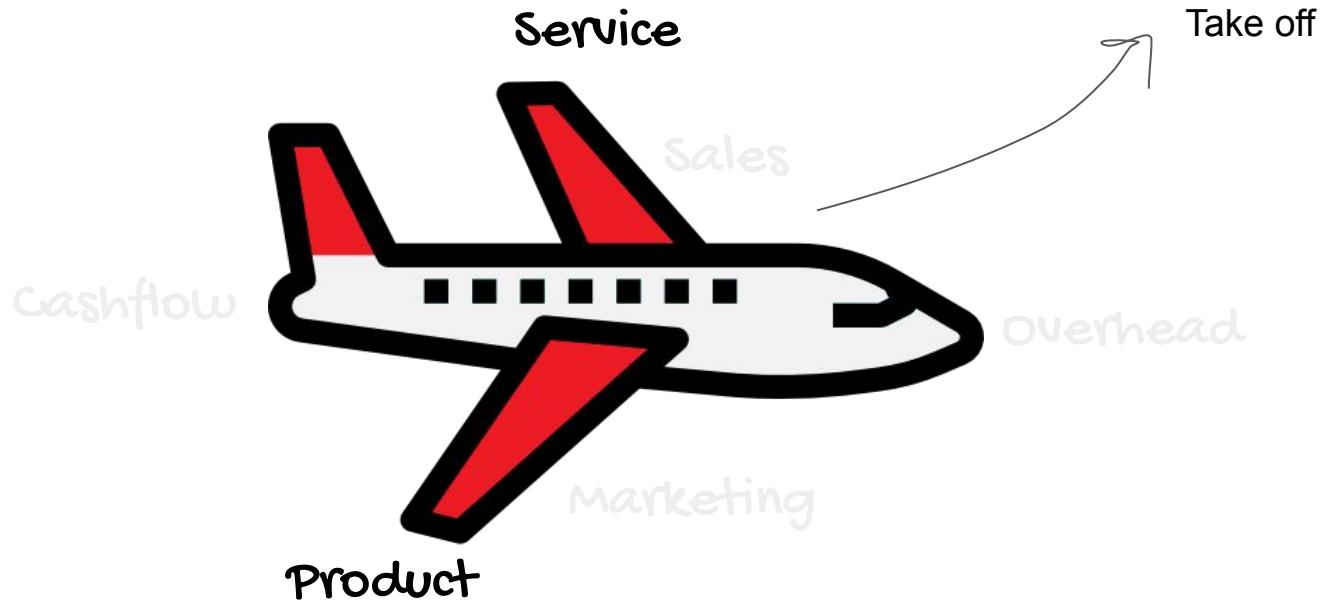




Overhead : rent, salary, office supplies, gas billing



# Wings



# Engines



# Fuel



“ Nothing sends up a red flag for your boss faster than a conversation in which it becomes obvious that **you don't understand cash flow.**

Miller, Donald. Business Made Simple (p. 91).  
HarperCollins Leadership. Kindle Edition.



# Balance





Business  
Made  
Simple

POWERED BY **STORYBRAND**

BECOME A COACH LOG IN

GET ACCESS

## Get a 6-Step Plan to Grow Your Small Business

*Join Business Made Simple and implement  
a six-step plan to optimize your  
small business for revenue and profit.*

GET ACCESS

<https://businessmadesimple.com/>



# StoryBrand Guide Certification: You've been Approved!



External

Inbox



**Tyler Bridges**

Mon, Jul 24, 10:00 PM (5 days ago)

Hi Toy, It's been a pleasure getting to work with you on this. I'm so excited to have you joining us! In order to officially secure your seat at...



**Kasidis Satangmongkol**

Tue, Jul 25, 5:48 PM (4 days ago)

Hi Tyler Great talking to you as well. I have a quick question about the certification cost for the first year. I have already enrolled in BMS ...



**Tyler Bridges**

Tue, Jul 25, 9:13 PM (4 days ago)

Ah yes, of course! I will send over a new contract right away. Stay tuned.

Let's connect on LinkedIn



**Kasidis Satangmongkol**

Tue, Jul 25, 9:18 PM (4 days ago)

Thank you very much Tyler :)



**Tyler Bridges**

Wed, Jul 26, 4:20 AM (3 days ago)

Hey Toy, I just sent over your new contract. Here is a link to access it as well. As a reminder, here are your next steps: - Sign the licensin...



**Tyler Bridges**

Wed, Jul 26, 7:19 PM (3 days ago)

Hey Toy, We've just received your signed contract. Woohoo! You have just one final step. Here is a link to submit your deposit and secur...





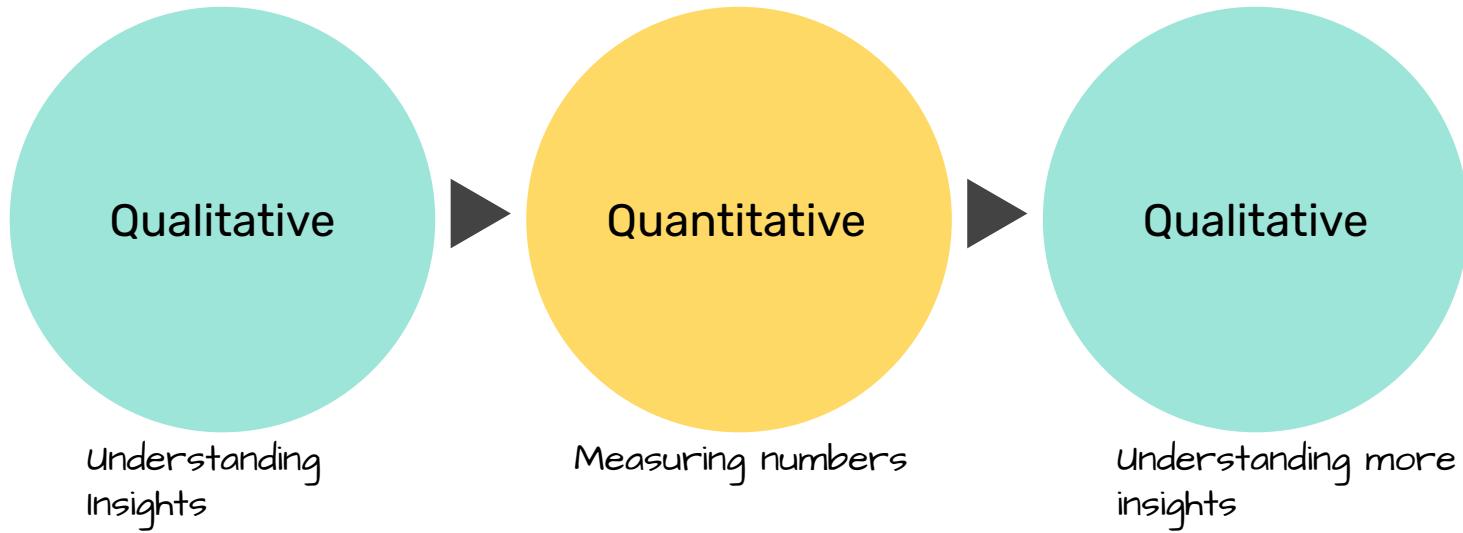
# Research Skills

Marketing Research

# Market Research

- Quantitative
  - Home Survey
  - Online Survey
  - Street Intercept
  - Panel
- Qualitative
  - Focus Group
  - In-depth Interviews
  - Ethnography

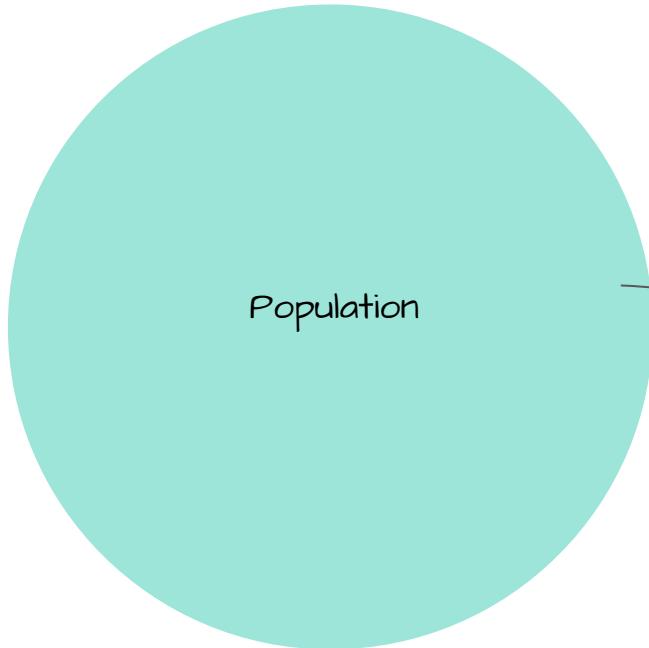






Big data is not enough (What, How)  
Small data can answer the **WHY**





Sample  
 $n=1000$

Research:  
 $CPI = \text{cost per interview}$

offline: 600-800 THB per interview  
Online: 300-500 THB



60% [55%, 65%] at 95% confidence level

The text '60% [55%, 65%] at 95% confidence level' is annotated with three curved arrows. One arrow points from the number '60%' to the label 'Point Estimate'. Another arrow points from the entire bracketed range '[55%, 65%]' to the label 'Interval Estimate'. A third arrow points from the word 'confidence' in 'confidence level' to the label 'Confidence'.

Point Estimate

Confidence

Interval Estimate





# What You Need

Before applying for a job

# Must Have!

- LinkedIn
  - Resume (PDF) using google doc/ canva
  - Online portfolio/ personal website
- + Certifications (from well-known institutions)



KASIDIS SATANGMONGKOL  
Head of Data | Adapter Digital Agency  
Bangkok  
Senior data analyst, data science instructor.  
[in](#) [f](#) [p](#) | [Send a Message](#) | [Share my profile](#)

Badges

22 badges

Sort by: Most Popular

Badges



# Backpack on Credly.Com

 Microsoft Certified: Azure Fundamentals Microsoft	 AWS Certified Cloud Practitioner Amazon Web Services Training and Certification	 Microsoft Excel (Office 2016) Microsoft	 Microsoft Certified: Azure Data Scientist Associate Microsoft	 Meta Certified Media Planning Professional Meta	 Microsoft Certified Trainer 2020-2021 Microsoft
 Microsoft Certified: Azure Data Fundamentals Microsoft	 Microsoft Certified: Azure AI Fundamentals Microsoft	 Google Data Analytics Certificate Coursera	 [PCEP-30-01] PCEP – Certified Entry-Level Python Programmer Python Institute	 Introduction to Cloud Computing Coursera	 Google Digital Marketing & E-commerce Certificate Coursera
 Microsoft Certified: Power Platform Fundamentals Microsoft	 Microsoft Certified: Power BI Data Analyst Associate Microsoft	 Tableau Desktop Specialist Tableau	 DevOps Essentials Coursera	 Meta Certified Marketing Science Professional Meta	 LFW211: Node.js Application Development The Linux Foundation
 Microsoft Excel Expert (Office 2016) Microsoft	 Meta Certified Digital Marketing Associate Meta	 Data Analytics Essentials Coursera	 Qlik Data Analytics Certification Qlik		

<https://www.credly.com/users/kasidis-satangmongkol/badges>



A photograph of a young woman with long brown hair and glasses, smiling broadly. She is wearing a denim jacket over a pink turtleneck sweater. She is sitting on a dark leather sofa, looking at a silver laptop. To her right is a large potted plant with long, thin green leaves. The background is dark and out of focus.

**SEO**

make yourself more discoverable

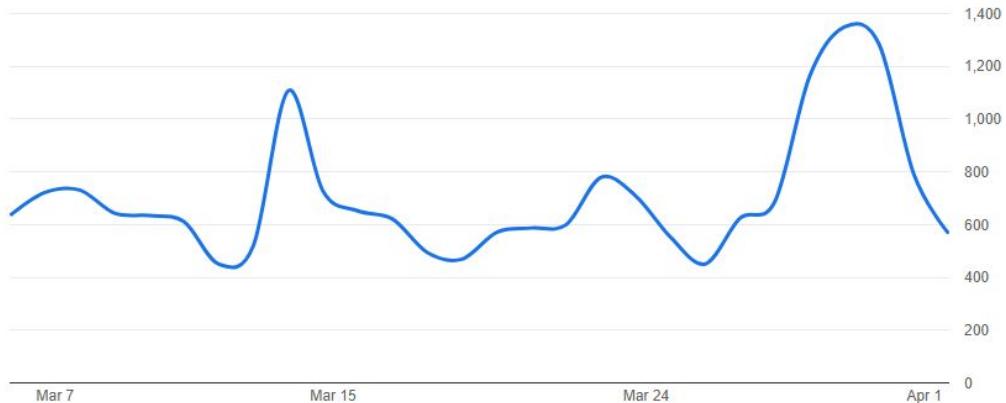
# Search Engine Optimization



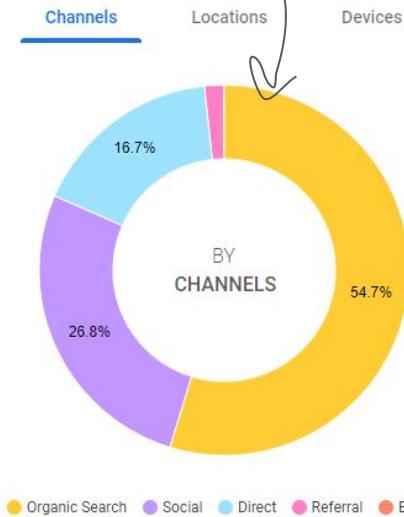
All Users

# 16K

↑24% compared to the previous 28 days



DataRockie  
SEO is free



Source: Analytics





คอร์สเรียน data science



All Images News Videos Maps More Tools

About 74,700 results (0.28 seconds)

<https://www.designil.com> › 8-data-sci... · Translate this page · :

## แนะนำ 8 คอร์สเรียน Data science เข้าใจง่ายได้ความรู้ - Designil

รวมคอร์สคณภาพเยี่ยมทั้งภาษาไทยและภาษาอังกฤษทางด้าน Data Science ที่เปิดสอนอย่างต่อเนื่อง  
เรียนจนแล้วสามารถทำางานได้จริง ...

คอร์สเรียน Data Science ภาษาไทย · TUXSA · คอร์สเรียน Data ภาษาอังกฤษ · Data Camp

<https://www.chulamooocachieve.com> › ... · Translate this page · :

## Data Science Pathway คอร์สเรียน Data Science - CHULA ...

CHULA MOOC Achieve เปิดคอร์สเรียนออนไลน์ฟรีสูตร Data Science ศาสตร์แห่งการเก็บรวบรวม  
การจัดการ วิเคราะห์ข้อมูล Data Analytics และ Big Data ลงเรียน Data ...  
Oct 30, 2561 BE · Uploaded by CHULA MOOC Achieve

<https://victorytale.com> › 8-online-dat... · Translate this page · :

## แนะนำ 10 เว็บเรียน data science ออนไลน์สำหรับผู้สนใจทุกระดับ

อย่างไรก็ต้องลองเหล่านี้จะเป็นคอร์สที่สอน data science โดยรวม ไม่ใช่คอร์สที่เน้นทักษะด้านใดด้านหนึ่ง  
( ...

Dec 9, 2562 BE

Udacity · Udemy · Datacamp · Coursera

<https://datarockie.com> · Translate this page · :

## DataRockie | เริ่มเรียน Data Science ง่ายๆด้วยตัวเอง

แหล่งรวมความรู้ บทความ คอร์สเรียนบุฟฟ์ฐานสำหรับงาน Data Analyst, Coding และ Business ฟรี  
สำหรับคนไทย.



url



<https://datarockie.com> · Translate this page ::

title



DataRockie | เริ่มเรียน Data Science ง่ายๆด้วยตัวเอง

แหล่งรวมความรู้ บทความ คอร์สเรียนปูพื้นฐานสำหรับงาน Data Analyst, Coding และ Business ฟรี  
สำหรับคนไทย.

description

<https://blog.datath.com> › data-science... · Translate this page ::

อยากเป็น Data Scientist คุณเองก็เริ่มได้! คุยกับคนไทยที่เรียนคอร์ส ...

คอร์สสอนไลน์ด้าน Data Science มีมากขึ้นเรื่อย ๆ จากหลากหลายมหาวิทยาลัยครับ ซึ่งมหาวิทยาลัยดัง ๆ  
และโปรเฟสเซอร์ดัง ๆ ก็ทำคอร์สน่าสนใจอุகมาเด็มไปหมด ...

<https://techsauce.co> › life-hacks › fiv... · Translate this page ::

แนะนำ 5 คอร์สเรียนออนไลน์ Data Science ที่คุณสามารถเรียนจบได้ ...

อยากร่วมคอร์สเรียนออนไลน์เกี่ยวกับ Data Science แต่ไม่มีเวลาทำยังไงดี? สำหรับคนในวงการสายเทคโนโลยีที่รักกันดีว่า 'Data Science' ...



## Long form content

- Relevant to user search queries
- Useful
- Having search terms and other variants

8-10 minute read

SEO prefers long form + valuable contents

## Short form content

1-2 minute read



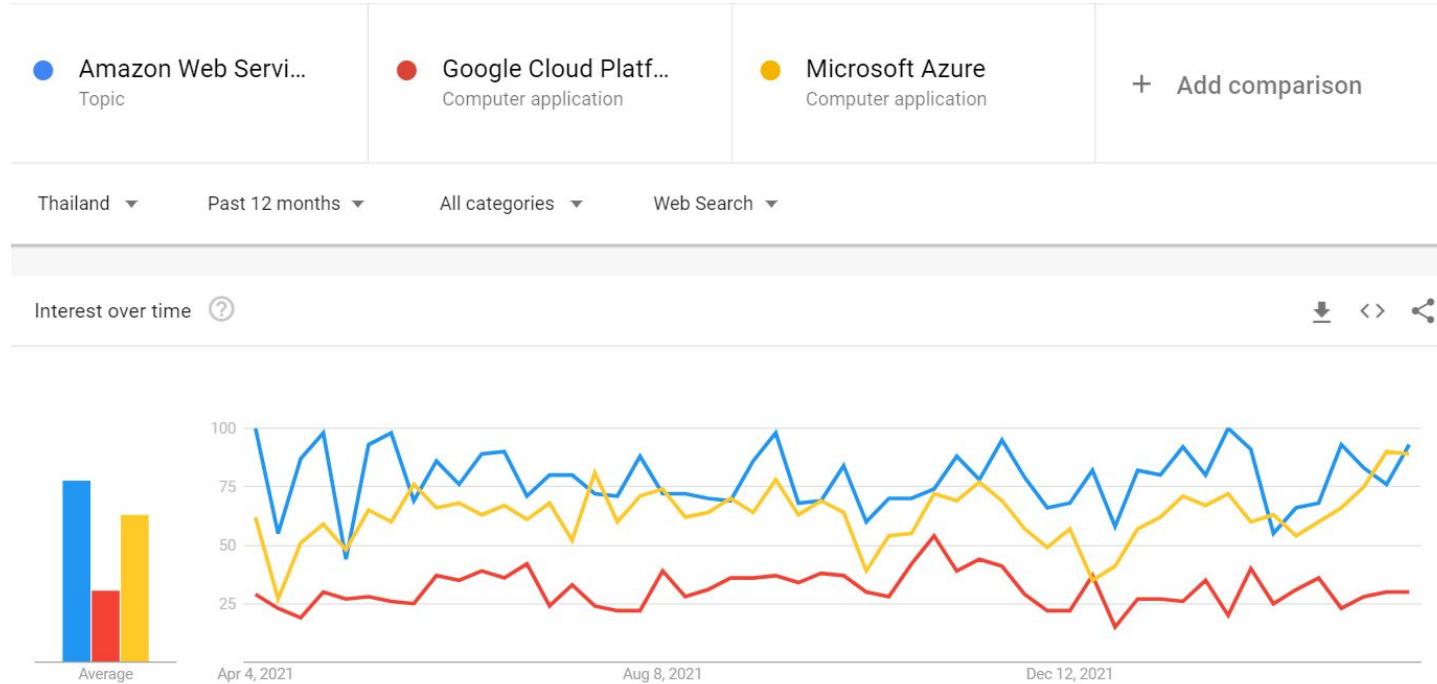


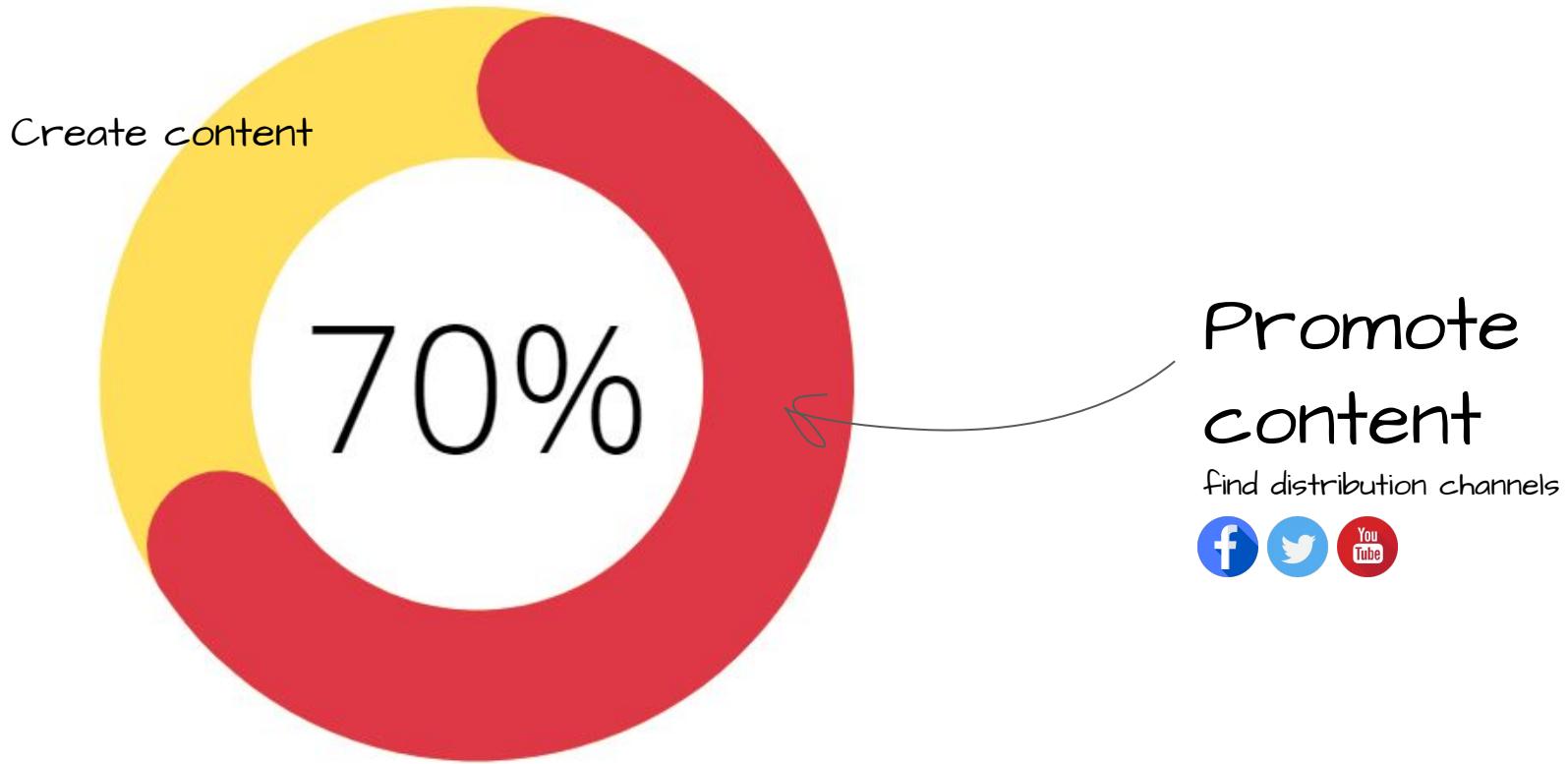
## ทิปสำหรับการเขียนบทความ

- หาเรื่องที่เราสนใจ
- มีสติ๊ลเป็นของตัวเอง (own voice)
- time block สำหรับการเขียนบทความ
- เขียนอย่างน้อย 1-2 บทความต่อเดือน



# Research new topics





A woman with glasses and a denim jacket is smiling while looking at a laptop screen. The background is dark with some foliage on the right.

# Tracking

Track your website traffic



- Google Search Console
- Google Analytics



# Google Search Console

Google Search Console

Inspect any URL in "datarockie.com"

Overview URL inspection

Performance on Search results

Search type: Web Date: Last 3 months + New Last updated: 4 hours ago

Total clicks: 27.6K Total impressions: 327K Average CTR: 8.4% Average position: 10

Clicks Impressions

1/2/22 1/9/22 1/16/22 1/23/22 1/30/22 2/6/22 2/13/22 2/20/22 2/27/22 3/6/22 3/13/22 3/20/22 3/27/22

QUERIES PAGES COUNTRIES DEVICES SEARCH APPEARANCE DATES

Top queries: datarockie Clicks: 2,624 Impressions: 3,401

[https://search.google.com/search-console/performance/search-analytics?resource\\_id=sc-domain%3Adatarockie.com](https://search.google.com/search-console/performance/search-analytics?resource_id=sc-domain%3Adatarockie.com)



# Google Analytics

Universal Analytics will no longer process new data in standard properties beginning July 1, 2023. Prepare now by setting up and switching over to a Google Analytics 4 property.

Analytics All accounts > datarockie.com All Web Site Data ▾ Try searching "Worst pages by load speed"

Home Customization REPORTS Realtime Audience Acquisition Behavior Conversions

Google Analytics Home

Users: 5.4K Sessions: 7.2K Bounce Rate: 77.06% Session Duration: 1m 39s

27 Mar 28 29 30 31 01 Apr 02

Last 7 days ▾ AUDIENCE OVERVIEW ▶

INSIGHTS

Active Users right now: 5

Page views per minute

Top Active Pages: /fbclid=... , /blog/basic python pandas/ , /blog/learning... , /blog/sql-aggre... , /blog/understan... . Active Users: 1

% returning users: January (12%) vs February (8%)

Follow-up Insights MORE INSIGHTS ▶

How do you acquire users?

Traffic Channel: Attribution (BETA) Discover Admin

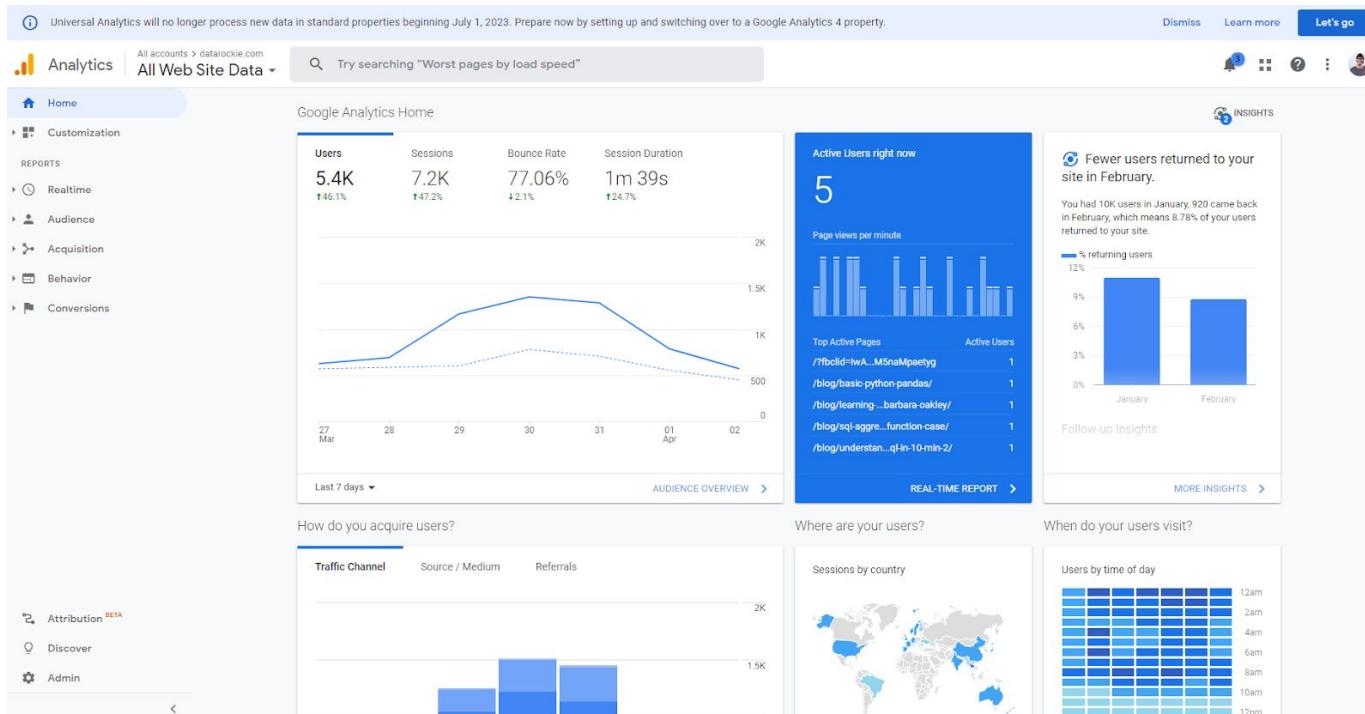
Source / Medium: Referrals

Where are your users?

Sessions by country

When do your users visit?

Users by time of day: 12am, 2am, 4am, 6am, 8am, 10am, 12pm



<https://analytics.google.com/analytics/web/#/report-home/a59884929w279620108p247252381>



A woman with glasses and a denim jacket is smiling while looking at a laptop screen. She is sitting on a black leather couch. A potted plant is visible in the background.

# Must Have Portfolios

Data, Dashboard, Model, Insights

**คนที่ทำงาน  
มาแล้ว 1-2 ปี**

**เราแค่ทำ port ให้  
เหมือนงานที่คนมี  
ประสบการณ์ทำ**



# Recommended Projects

- Spreadsheets
  - Simple dashboard / pivot table
- Databases SQL
  - Create database
  - Window functions/ subqueries / WITH
- Programming
  - R or Python
  - **Web Scraping** ←
- Statistics
  - AB Test
  - Linear Regression
- Basic Machine Learning
  - 1x Regression
  - 1x Classification
  - 1x Clustering **or** 1x PCA ←
- Dashboard
  - Google Data Studio
  - Tableau **or** Power BI (using the same dataset) **or** both

let's do this  
together today

Review this concept



## Machine Learning Projects

1x Regression

1x Classification

### Extra Credit

1x Clustering or

1x PCA

### Super Extra Credit

- If you can package and deploy your model
- Create API for the model



Follow best  
practices, avoid  
overfitting



## How to evaluate models using common metrics

### Regression

- R-squared
- MAE
- MSE
- RMSE

### Classification

- confusion matrix
- accuracy
- precision
- recall
- f1 score
- ROC (area under the curve)

Remember that in real life, performance trades off with time, budget, resources



## Clustering

**Observations**

	Sepal.Length	Sepal.Width	Petal.Length	Petal.Width	Species
1	5.1	3.5	1.4	0.2	setosa
2	4.9	3.0	1.4	0.2	setosa
3	4.7	3.2	1.3	0.2	setosa
4	4.6	3.1	1.5	0.2	setosa
5	5.0	3.6	1.4	0.2	setosa
6	5.4	3.9	1.7	0.4	setosa
7	4.6	3.4	1.4	0.3	setosa
8	5.0	3.4	1.5	0.2	setosa
9	4.4	2.9	1.4	0.2	setosa
10	4.9	3.1	1.5	0.1	setosa
11	5.4	3.7	1.5	0.2	setosa
12	4.8	3.4	1.6	0.2	setosa
13	4.8	3.0	1.4	0.1	setosa
14	4.3	3.0	1.1	0.1	setosa
15	5.8	4.0	1.2	0.2	setosa
16	5.7	4.4	1.5	0.4	setosa
17	5.4	3.9	1.3	0.4	setosa

## PCA

**Features**

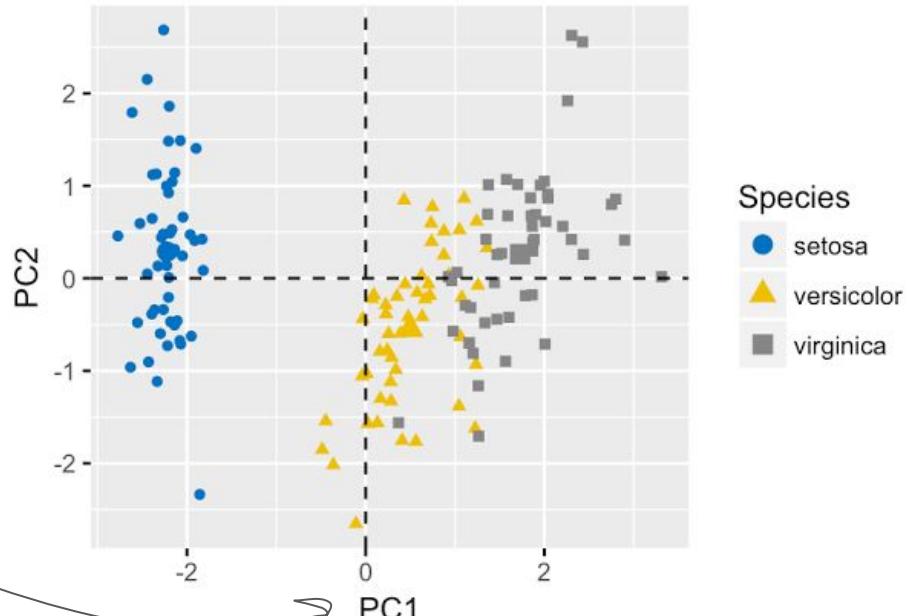
	Sepal.Length	Sepal.Width	Petal.Length	Petal.Width	Species
1	5.1	3.5	1.4	0.2	setosa
2	4.9	3.0	1.4	0.2	setosa
3	4.7	3.2	1.3	0.2	setosa
4	4.6	3.1	1.5	0.2	setosa
5	5.0	3.6	1.4	0.2	setosa
6	5.4	3.9	1.7	0.4	setosa
7	4.6	3.4	1.4	0.3	setosa
8	5.0	3.4	1.5	0.2	setosa
9	4.4	2.9	1.4	0.2	setosa
10	4.9	3.1	1.5	0.1	setosa
11	5.4	3.7	1.5	0.2	setosa
12	4.8	3.4	1.6	0.2	setosa
13	4.8	3.0	1.4	0.1	setosa
14	4.3	3.0	1.1	0.1	setosa
15	5.8	4.0	1.2	0.2	setosa
16	5.7	4.4	1.5	0.4	setosa
17	5.4	3.9	1.3	0.4	setosa



**PCA**

	Sepal.Length	Sepal.Width	Petal.Length	Petal.Width	Species
1	5.1	3.5	1.4	0.2	setosa
2	4.9	3.0	1.4	0.2	setosa
3	4.7	3.2	1.3	0.2	setosa
4	4.6	3.1	1.5	0.2	setosa
5	5.0	3.6	1.4	0.2	setosa
6	5.4	3.9	1.7	0.4	setosa
7	4.6	3.4	1.4	0.3	setosa
8	5.0	3.4	1.5	0.2	setosa
9	4.4	2.9	1.4	0.2	setosa
10	4.9	3.1	1.5	0.1	setosa
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16	5.7	4.4	1.5	0.4	setosa
17	5.4	3.9	1.3	0.4	setosa

Principal Component Analysis  
Iris data set



Source: factoextra





Luke Hayden  
August 9th, 2018

Experiment with the code in this tutorial

Open in Workspace

MUST READ

R PROGRAMMING

# Principal Component Analysis in R Tutorial

In this tutorial, you'll learn how to use R PCA (Principal Component Analysis) to extract data with many variables and create visualizations to display that data.

218



EXPLORE DATACAMP'S R COURSE LIBRARY



Explore Now

Principal Component Analysis (PCA) is a useful technique for exploratory data analysis, allowing you to better visualize the variation present in a dataset with many variables. It is particularly helpful in the case of "wide" datasets, where you have many variables for each sample. In this tutorial, you'll discover PCA in R.

<https://www.datacamp.com/community/tutorials/pca-analysis-r>



```
mtcars.pca <- prcomp(mtcars[,c(1:7,10,11)], center = TRUE,scale. = TRUE)

summary(mtcars.pca)

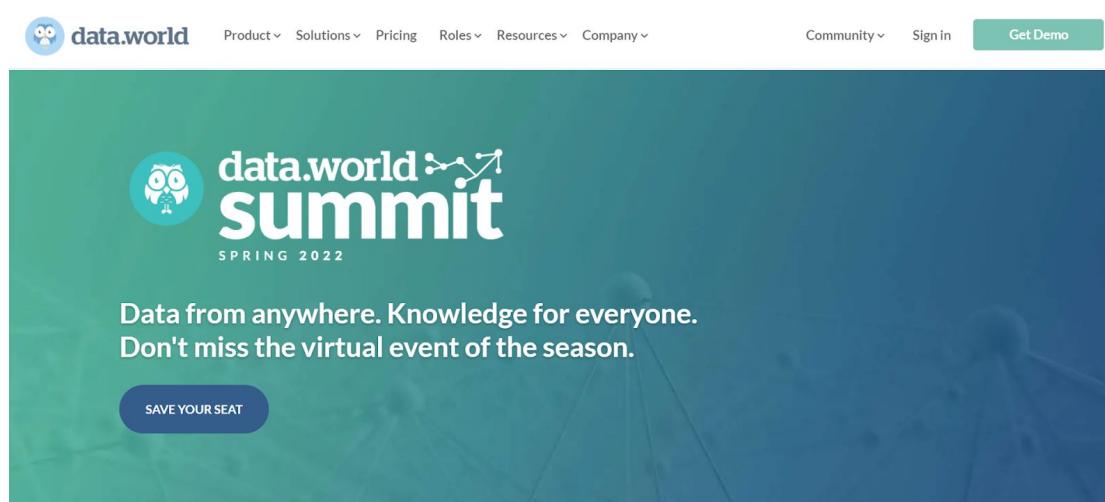
## Importance of components:
##                               PC1      PC2      PC3      PC4      PC5      PC6
## Standard deviation    2.3782  1.4429  0.71008 0.51481 0.42797 0.35184
## Proportion of Variance 0.6284  0.2313  0.05602 0.02945 0.02035 0.01375
## Cumulative Proportion  0.6284  0.8598  0.91581 0.94525 0.96560 0.97936
##                               PC7      PC8      PC9
## Standard deviation    0.32413 0.2419  0.14896
## Proportion of Variance 0.01167 0.0065  0.00247
## Cumulative Proportion  0.99103 0.9975  1.00000
```

<https://www.datacamp.com/community/tutorials/pca-analysis-r>



## Where to find **data sources**

1. data.world
2. google dataset search
3. kaggle
4. do some googling :D



A woman with glasses and a denim jacket is smiling while looking at a laptop screen. She is sitting on a black leather couch. A potted plant is visible in the background.

# Must Have Portfolios

Data, Dashboard, Model, Insights

# MVP (Minimum Viable Projects)



## Spreadsheets

- Simple dashboard / pivot table



## Databases SQL

- Create database
- Window functions/ subqueries / WITH

- Programming

- R or Python

- Statistics

- AB Test
  - Linear Regression

- Basic Machine Learning

- 1x Regression
  - 1x Classification
  - 1x Clustering **or** 1x PCA



## Dashboard

- Google Data Studio
- Tableau **or** Power BI (using the same dataset) **or** both



# Make Yourself Stand Out



## Spreadsheets

- Simple dashboard / pivot table



## Databases SQL

- Create database
- Window functions/ subqueries / WITH



## Programming

- R or Python



## Statistics

- AB Test
- Linear Regression



## Basic Machine Learning

- 1x Regression
- 1x Classification
- 1x Clustering **or** 1x PCA



## Dashboard

- Google Data Studio
- Tableau **or** Power BI (using the same dataset) **or** both





## Filters

## Style

- Modern (4.1K)
- Minimalist (3.7K)
- Simple (3.3K)
- Professional (3K)
- Creative (2K)
- Elegant (1.4K)
- + View more

## Theme

- Corporate (1.4K)
- Work (1.4K)
- Business (1.3K)
- Graphic Design (1.2K)
- Portfolio (960)
- Company (850)
- + View more

## Color

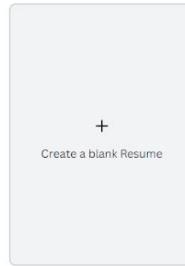


## Resume

## Templates

## Your Designs

5,851 templates



**RACHELLE BEAUDRY** Customer & Brand Strategist

**MARCELINE ANDERSON** ADMINISTRATIVE ASSISTANT

**Richard Sanchez** UX Writer

**SHAWN GARCIA** FIELD REPORTER

**ESTELLE DARCY** FASHION DESIGNER

**OLIVIA WILSON** FASHION DESIGNER

**MURAD NASER** HIGH SCHOOL ENGLISH TEACHER

**Anne Katrina Marchesi**

**OLIVIA WILSON** IT PROJECT MANAGER

**Adeline Palmerston** Creative Director

**Taylor Alonso** ACCOUNT EXECUTIVE

<https://www.canva.com/search/templates?q=resume>


# Resume

1-page

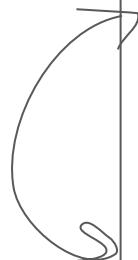
One page summary

# CV

More than one



Can be switched



your profile == first impressions  
Linkedin, website, portfolio

Professional Experience  
Latest one first, add more details

Education & Certifications

Skills & Portfolio

A little bit of consumer behaviour knowledge

Your resume should have the keywords used in job posts



A woman with long brown hair and glasses is smiling broadly, looking towards the right. She is wearing a pink turtleneck and a denim jacket. She is sitting on a dark leather couch. In front of her is a silver laptop. The background is dark and out of focus, showing some vertical plants.

# Create Your Own Website

Data, Dashboard, Model, Insights

Full features

The screenshot shows the WordPress.com My Home dashboard. On the left is a dark sidebar with a navigation menu. The main area displays a bar chart titled "Views" showing traffic over several days. Below the chart is a summary table with metrics: Most popular day (Wednesday), Most popular hour (2:00 PM), Total views (9,553), and Total visitors (5,969). Further down are sections for "Blog like an expert from day one" (with a video thumbnail) and "Get help" (with a search bar). A "Quick links" sidebar on the right provides links to edit the homepage, write a blog post, add a page, and more.

Views

Day	Views
Mar 28	~1,200
Mar 29	~1,300
Mar 30	~2,000
Mar 31	~2,500
Apr 1	~1,800
Apr 2	~1,500
Apr 3	~1,000

Most popular day: Wednesday  
Most popular hour: 2:00 PM  
Total views: 9,553  
Total visitors: 5,969

See all stats

Blog like an expert from day one

Learn the fundamentals from our bite-sized video course — you'll be up and running in just nine minutes.

Start learning

Get help

Search support articles

Get the WordPress app

Inspiration strikes anytime, anywhere.

Download on the App Store   Get it on Google Play

Get a download link via email — click it on your phone to get the app.

Send my download link

This might interest you:

<https://wordpress.com/>



# Create Your Own Blog

A woman with glasses and a denim jacket is smiling while sitting on a couch, looking at a laptop screen. The background is dark with some plants visible.

A woman with glasses and a denim jacket is smiling while sitting on a couch, looking at a laptop screen. The background is dark with some plants visible.

Data, Dashboard, Model, Insights

Popular blogging platform, good SEO

The screenshot shows the Medium homepage with a light blue header and a white main content area. At the top left is the Medium logo. To the right are links for 'Our story', 'Membership', 'Write', 'Sign In', and a 'Get started' button. A large, bold, serif font headline 'Stay curious.' is centered above a subtext 'Discover stories, thinking, and expertise from writers on any topic.' Below this is a dark button labeled 'Start reading'. The main content area features a grid of six trending articles with numbered titles (01 to 06) and small profile pictures. The first article is by Tim Wise about Will Smith and Chris Rock. The second is by Arthur Heyes about Five Ducking Digits. The third is by Tom Cooper about the Ukraine War. The fourth is by Lak Lakshmanan about Why I Left Google. The fifth is by FriarWire about Padres Acquire Matt Beaty From Dodgers. The sixth is by Jude Ellison S. Doyle in GEN about Finally, A Comedian Actually Got Cancelled. At the bottom left, there's a snippet from Sophie Lucido Johnson's article 'Do You Know About All The Things Pigeons Can Do?' which discusses various pigeon behaviors. The bottom right contains a section titled 'DISCOVER MORE OF WHAT MATTERS TO YOU' with buttons for 'Self', 'Relationships', 'Data Science', 'Programming', 'Productivity', 'Javascript', 'Machine Learning', 'Politics', and 'Health'. A large, faint watermark of the word 'GROW' is repeated across the right side of the page.

Medium

Our story Membership Write Sign In Get started

# Stay curious.

Discover stories, thinking, and expertise from writers on any topic.

Start reading

01 Tim Wise Will Smith, Chris Rock and What You're Missing About That Slap Mar 30 · 7 min read ★

02 Arthur Heyes Five Ducking Digits Apr 1 · 24 min read

03 Tom Cooper Ukraine War, 26–27 March, 2022 Mar 29 · 8 min read

04 Lak Lakshmanan Why I Left Google Apr 1 · 1 min read

05 FriarWire Padres Acquire Matt Beaty From Dodgers Mar 28 · 2 min read

06 Jude Ellison S. Doyle in GEN Finally, A Comedian Actually Got Cancelled Mar 28 · 4 min read ★

Sophie Lucido Johnson  
Do You Know About All The Things Pigeons Can Do?  
You guys. It's SO MUCH STUFF.  
Apr 2 · 6 min read · Pigeons ★

DISCOVER MORE OF WHAT MATTERS TO YOU

Self Relationships Data Science

Programming Productivity Javascript

Machine Learning Politics Health

<https://medium.com/>

Content designed and curated by [DataRockie](#) 2023



A woman with long brown hair and glasses is smiling while looking at a laptop screen. She is wearing a denim jacket over a pink turtleneck. The background is dark, with some green plants visible on the right.

# Build Data Portfolio

Data Science Bootcamp

